

Enhancing the predicted capability of acceptance model for Home
Telehealth: An unified model with moderating effects

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Abstract

Home Telehealth has been one of the spectacular projects of the newly-developing service industry in Taiwan since 2008. However, the development of such technology is still in the initial stages in Taiwan. Thus the intention-to-use the technology is of greater importance at this early stage. The purpose of this study, therefore, is to develop a comprehensive model which can be used to reveal the intention of acceptance and adoption of Home Telehealth. Because, in acceptance behavior theory, health belief model (HBM) has been widely used in healthcare industry, and technology acceptance model (TAM) and innovativeness were confirmed to have applied validity in information technology industry, these three popular models, such as HBM, TAM, and innovativeness, are firstly combined into a unified model. And then the moderating effects of gender and age which were employed as the most critical classified variables on information technology market are considered to enhance the predicted capability of this unified model. This study interviewed 369 samples in Taiwan. The structural equation modeling technique was used to interpret the causal model, and the multiple-group SEM was used to examine the moderating effects. The research results indicate that the unified model is considered to be of good fit and confirm the moderating effects of user's gender and age. The implication is that this user-based unified model can better assess the users' appreciation of Home Telehealth, and better determine important variables for prediction. This should enable efforts

to be better directed to medical care personnel and the media in order to enhance the acceptance of Home Telehealth, as well as increasing the awareness of disease threat for the users themselves.

Keyword : Home Telehealth, health belief model, technology acceptance model, innovativeness, moderating effect